

# California Rice Commission

## Notice of Meeting & Agenda

Domestic Marketing & Promotion Committee  
1:30 p.m., Thursday, October 22, 2009  
American Commodity Company  
6133 Abel Road, Williams, CA 95987

### Agenda Item

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- I. Administration
  - A. Roll Call
  - B. Call to Order
- II. Approval of Minutes
- III. 2009/10 Program of Work Updates
  - A. #A-2 Support Programming at USA Rice and Develop Local Innovative Programs in Mainstream Foodservice and Public Opinion Leaders, (\$60,000)
    - i. Foodservice Sponsorships/Memberships Update, (\$30,000)
      - a. SushiMasters Recap
      - b. SushiMasters Transition Plan
    - ii. Develop Culinary Education Materials, (\$20,000)
      - a. California Rice 101 Update
  - B. # M-1 Contact with Target Audiences through Public Education (\$104,775)
    - i. Media Update
- IV. Water Crisis Communications Plan Update
- V. Personnel - Closed Session (California Government Code 11126(a))
  - A. The Committee may go into closed session to discuss and make recommendations to Board regarding appointment, employment or dismissal of an employee.
  - B. Return to open session and announce action taken in closed session, if any.

- VI. Closed session regarding pending litigation pursuant to Government Code Section 11126(e)
- A. The Committee may go into closed session to discuss pending litigation.
  - B. Return to open session and announce action taken in closed session, if any.
- VII. Issues and Scheduling for Next Meeting
- A. Scheduling of Future Meetings
- VIII. Adjourn

*All items are subject to discussion and action. All meetings of the California Rice Commission are open to the public and subject to the Bagley-Keene Open Meeting Act. All interested parties are invited and encouraged to attend the meeting.*

*Persons with disabilities needing special accommodation should contact Jessica Welch, Executive Assistant, California Rice Commission at (916) 387-2264 at least five days prior to the meeting.*

*This Meeting Notice and Agenda are available on the California Department of Food and Agriculture's Website at <http://it.cdfa.ca.gov/igov/postings/detail.aspx?type=Notices>. For further information regarding the Agenda for this meeting, please contact Tim Johnson, President & CEO, California Rice Commission at (916) 387-2264.*